

REVISED

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QUIETT

SIGNS

X 6027

LOCATIONAL CRITERIA,  
CONSTRUCTION AND  
MAINTENANCE STANDARDS

# TEMPORARY OFF-PREMISES SUBDIVISION DIRECTIONAL SIGNS

**CITY OF SAN DIEGO, CALIFORNIA**

ADOPTED BY THE CITY COUNCIL IN JANUARY, 1979

( )  
ORDINANCE FILE 0071 ( )

Temporary Off-Premises Subdivision Directional Signs  
Locational Criteria, Construction and Maintenance Standards  
Adopted by City Council on

INTRODUCTION

The purpose of these guidelines is to present locational criteria, construction and maintenance standards to serve as guidelines for subdividers and developers who can establish a need for temporary off-premises subdivision directional signs, and for the Zoning Administrator when reviewing applications for permits for subdivision directional signs.

These guidelines are established pursuant to SEC.101.1120.9 of the Municipal Code - Temporary Subdivision Directional and Identification Signs.

APPLICATION CRITERIA

In requesting a permit, the applicant is required to provide the following:

1. Written permission of property owners which allows the applicants to place the requested signs on private property.
2. Written statement from the applicant and the property owner which authorizes the City to enter onto the property to remove the sign in the event of non-compliance with the conditions of the permit.
3. Maps indicating the precise locations of all signs to be erected in relation to the subdivision.
4. Construction drawings of each type of sign. The Zoning Administrator shall request as necessary the Director of Building Inspection to review and approve any and all such drawings.
5. Detailed plot plans for each sign requested, including the parcel's current zone.
6. A detailed sign layout showing the proposed sign copy for each proposed sign location.

LOCATIONAL CRITERIA

Subdivision directional signs are intended to be used only when identifying subdivisions located within the City. All subdivision signs shall be located within three miles of the subdivision as measured along major and collector streets. Whenever possible, local and residential streets shall not be utilized. No subdivision signs will be permitted in the public right-of-way.

It is intended that these regulations will prevent an overconcentration of signs in one location, therefore, a 300-foot spacing is required between two permitted signs. An exception will be made at major intersections where two individual directional signs may be placed on one corner. The Sign Administrator may consider more than two signs at one corner if the two existing individual signs are removed and that directional information is placed in a cooperative system of directional signs (see attached figure).

In evaluating requests for signs in the Hillside Review (HR) Overlay Zone, the Sign Administrator shall rely upon the Council-adopted criteria used to evaluate any other structure proposed in the HR Overlay.

Whenever possible, developers should anticipate the need for placement of subdivision signs in future open space areas, and should condition easements or title transferances appropriately. Directional signs shall not be placed in open space easements when conditions of those easements prohibit placement of structures, unless the easement is amended to specifically allow subdivision signs for a limited period of time. In the case where the title of open space land has been transferred by a developer to the City, but the land has not been dedicated to open space by ordinance, the developer (the previous owner) may work with the City to temporarily abandon a portion of an easement for the limited purpose of placing a subdivision directional sign for that project.

Directional signs shall not be permitted on property frontages which are adjacent to those streets designated as Scenic Routes in the City's General Plan.

#### NUMBER OF SIGNS

Four individual directional signs shall be permitted per subdivision. The Sign Administrator may consider up to eight signs per subdivision if the number of signs exceeding four are placed in a cooperative system of directional signs. This does not preclude all signs for a subdivision from being placed on cooperative signs.

#### SIZE OF SIGNS

Sizes of permitted signs shall vary based on their location in either "urbanized" or "urbanizing" communities of the City of San Diego, according to their designation in the City's General Plan. Signs shall not exceed ten feet in height.

#### Urbanizing Communities

Multiple-family, commercial, or industrial zones - 32 square feet maximum.

Single-family (R-1) zones - 18 inches x 24 inches. *Allowing 6'*

*A-1 ZONE " " " " " "*



## Urbanized Communities

Multiple-family, commercial or industrial zones - 16 square feet maximum.

Single-family (R-1) zones - 18 inches x 24 inches. = *allowing 6 1/4*  
A-1                      "                      "                      "                      "

## INFORMATION ON SIGNS

Information permitted on directional signs should be limited to the name of the subdivision, the name of the developer or subdivider of record, and a descriptive statement describing the development (e.g., single family homes, condominiums, etc.) and directional information including arrows or other similar symbols. No information regarding subdivision features, prices, and mortgage loan availability will be allowed on any sign face. The back or post of any such sign shall contain the name of individual or organization issued the permit, and the appropriate permit number assigned to each particular sign must be displayed on the face of each sign panel.

## CONSTRUCTION AND MAINTENANCE STANDARDS

The Sign Administrator shall require that minimum construction standards be met in each case. These standards must include the painting or staining of the supporting structure and the back of sign when not covered by a sign panel. In addition, minimum standards relating to the maintenance of a sign during the life of its permit should be established. The failure to properly fulfill any construction or maintenance standard which is imposed will, as a condition of the permit, allow the City to enter upon private property and remove the signs. Any sign removed by the City will be stored for a period of 30 days. Such signs may be returned to the owner upon payment to the City of the administrative cost of removal. Any sign not claimed will be destroyed.

## TIME PERIOD

Permits shall be limited to one year with renewal possible, provided the subdivision is continuing its marketing effort, on application in accordance with the procedure set forth in SEC.101.1120.9 of the Municipal Code. The applicant shall be responsible for timely renewal.

## REMOVAL PROVISIONS

Conditions imposed on the permit should include the requirement that signs be removed at the expiration of the permit or the expiration of the renewal periods, or upon the conclusion of the subdivision's sales program. The City must be given the right to enter upon private property and take down and remove signs not removed as required.

## SIGN LIGHTING

Sign lighting is not permitted because home buyers rarely visit subdivisions at night, and subdivision sales offices generally close at sunset.

## COOPERATIVE SYSTEMS OF DIRECTIONAL SIGNS

### Policy

It shall be the City's policy to encourage use of cooperative systems of directional signs in as many locations as possible, replacing proposed, or existing, multiple individual directional signs if feasible. Upon receipt of an application for the first off-premises subdivision sign at a corner, the Sign Administrator shall consider potential future use of that corner for directional signs. If a high subdivision activity level is anticipated, the Sign Administrator may require that the first applicant erect the cooperative sign structure. This policy shall apply to either master community developers or individual subdivision developers.

### Individual Subdivision Development

The structural framework, or base, for the cooperative sign shall be erected by the first applicant at that location to place a slat, or plaque, on the structure. The structure shall then be available to any other qualified applicant until the maximum permitted height is reached. The Sign Administrator shall maintain the record of sign occupants. The Sign Administrator will provide all applicants with standardized construction specifications which shall be met by all cooperative sign users.

### Structural Characteristics

The following guidelines are intended to result in a component of a sign resembling the other components of the sign. Sign appearance from location to location may vary.

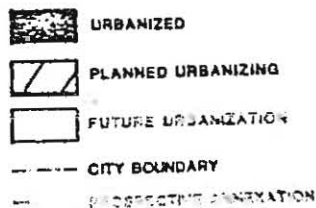
- Cooperative sign overall height should be a maximum of 10 feet.
- Each slat, or plaque, of the sign should measure 1-1/2 feet high by 6 feet wide.
- Lettering style of each slat should be similar.
- Color of sign background and lettering should be the same on each slat.
- Copy shall be limited to the subdivision name, the developer name or logo, and an arrow.
- Slat shall be modular and shall fit together as shown in the standardized construction specifications.

### Master Development

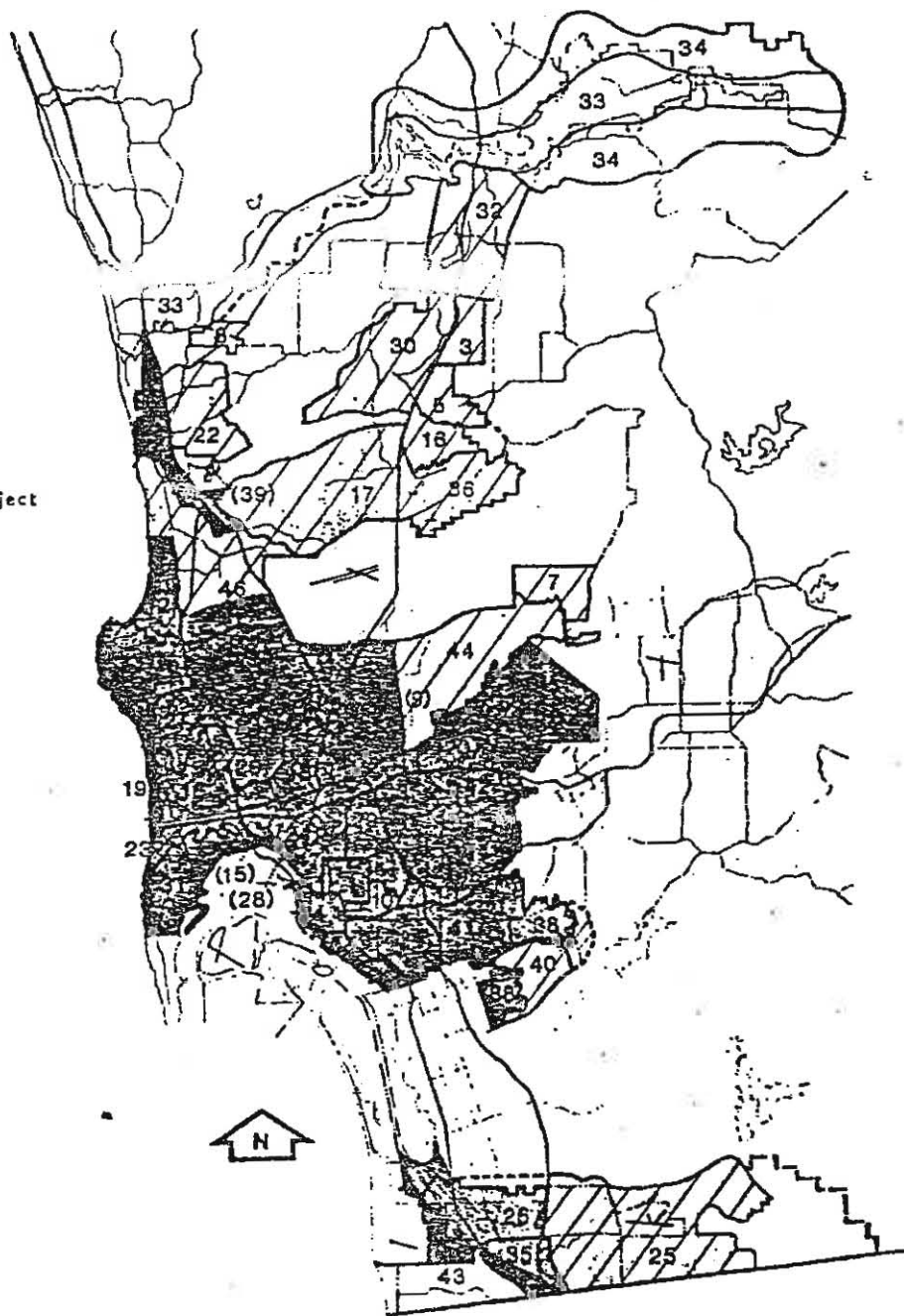
Developers of multiple subdivisions shall submit a master plan of all requested signs showing sign characteristics consistent with structural characteristics, above. It is recognized that master developers have total control over sign structures, and based on this fact, structural and design flexibility may be negotiated.



# PHASED DEVELOPMENT AREA



1. Balboa Park
2. Barrio Logan/Harbor 101
3. Rancho Carmel
4. Centre City
5. Sabre Springs
6. Clairemont Mesa
7. East Elliott
8. Fairbanks Country Club
9. First San Diego River Project
10. Greater Golden Hill
11. La Jolla
12. La Jolla Shores
13. Linda Vista
14. Mid-City
15. Midway
16. Miramar Ranch North
17. Mira Mesa
18. Mission Bay
19. Mission Beach
20. Mission Valley
21. Navajo
22. North City West
23. Ocean Beach
24. Old San Diego
25. Otay Mesa
26. Otay Mesa-Nestor
27. Pacific Beach
28. Pacific Highway
29. Park North-East
30. Penasquitos East
31. Peninsula
32. Rancho Bernardo
33. San Dieguito River Basin
34. San Pasqual Valley
35. San Ysidro
36. Scripps Miramar Ranch
37. Serra Mesa
38. Skyline-Paradise Hills
39. Sorrento Hills
40. South Bay Terraces
41. Southeast San Diego
42. State University
43. Tia Juana River Valley
44. Tierrasanta
45. Torrey Pines
46. University
47. Uptown



## URBANIZED VS. URBANIZING COMMUNITIES IN THE CITY OF SAN DIEGO

Excerpt from the City of San Diego General Plan

(Included for display purposes only - NOT A PART OF THE DOCUMENT)

# CITY OF SAN DIEGO SCENIC ROUTES

Excerpt from City of  
San Diego General Plan

(Included for display  
purposes only-  
NOT A PART  
OF THE  
DOCUMENT)

## OFFICIAL SCENIC HIGHWAYS (STATE)

— ELIGIBLE FOR DESIGNATION

— PRESENTLY DESIGNATED

o o o o o RECOMMENDED FOR DESIGNATION

## SCENIC ROUTES (CITY)

• • • • • PRESENTLY DESIGNATED

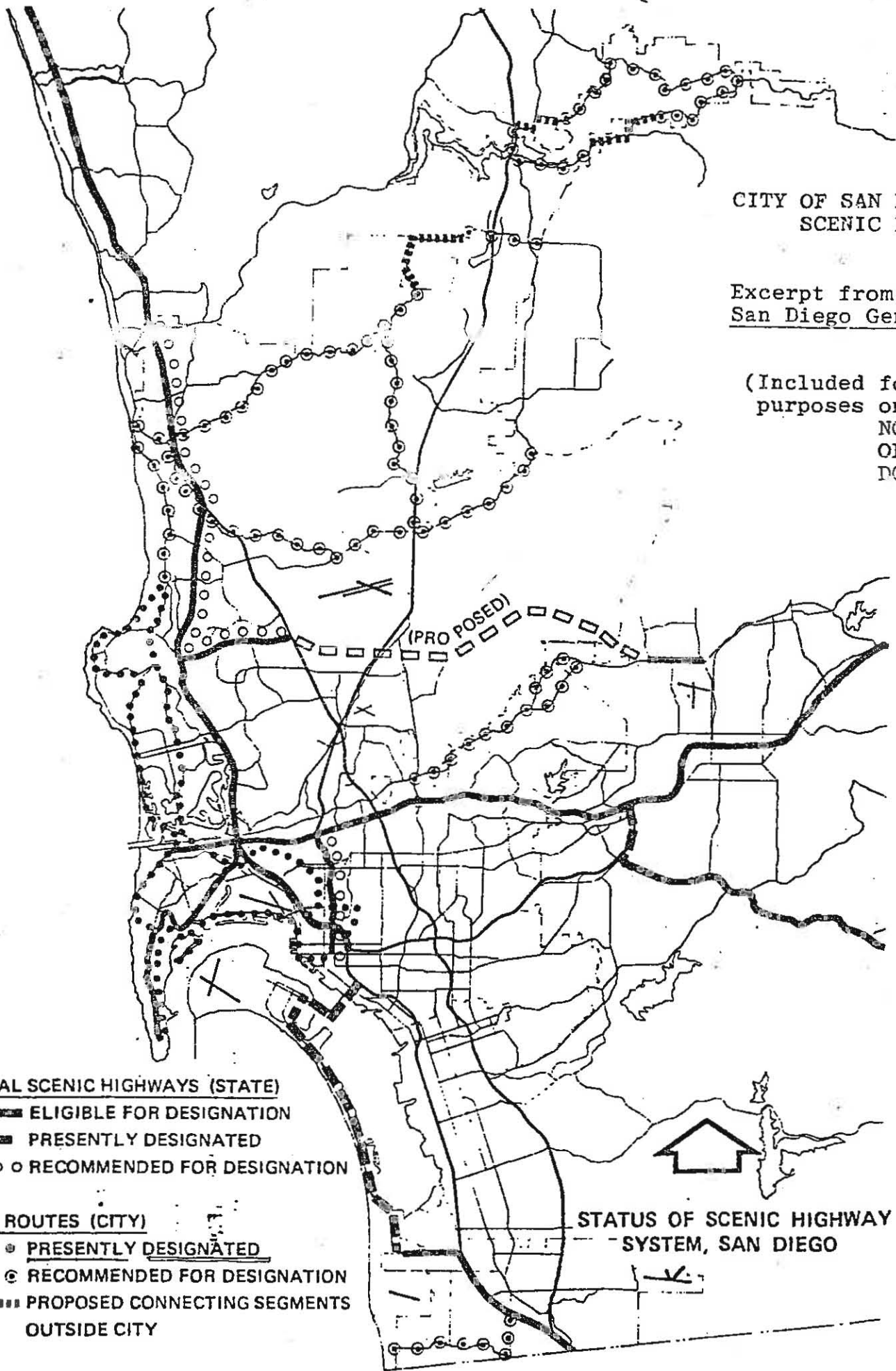
© © © © RECOMMENDED FOR DESIGNATION

----- PROPOSED CONNECTING SEGMENTS  
OUTSIDE CITY

(PROPOSED)



STATUS OF SCENIC HIGHWAY  
SYSTEM, SAN DIEGO



EXAMPLES OF COOPERATIVE  
SYSTEMS OF DIRECTIONAL  
SIGNS

